



CITY OF SAN DIEGO M E M O R A N D U M

DATE: August 22, 2011

TO: Balboa Park Committee, Agenda of September 1, 2011

FROM: Kathleen S. Hasenauer, Deputy Director, Developed Regional Parks Division

SUBJECT: Designate Trail # 43 as the Jerry Schad Memorial Trail

SUMMARY

Issue - Should the Balboa Park Committee recommend approval of renaming Trail # 43 within Balboa Park to the “Jerry Schad Memorial Trail”?

Department Recommendation – Staff recommends designating Trail # 43 as the “Jerry Schad Memorial Trail” pending the recommendations of the Balboa Park Committee and the Park and Recreation Board.

Other Recommendations – Balboa Park Trails Committee, Ocean Discovery Institute, San Diego Canyonlands, Friends of 32nd Street Canyon, and the 32nd Street Canyon Task Force support the designation of Trail # 43 as the Jerry Schad Memorial Trail.

Fiscal Impact – Minimal, funding for the change of the verbiage to the Marston Point Gateway sign will be paid by the Friends of Balboa Park Jerry Schad Memorial Fund.

Environmental – This activity is categorically exempt from CEQA pursuant to State CEQA Guidelines Sections 15311 (c), Accessory Structures, and Section 15331, Historic Resource Restoration/Rehabilitation.

BACKGROUND

The Balboa Park Trails program is a comprehensive system of hiking and biking trails within Balboa Park. More than sixty-three (63) miles of trails, with five (5) gateways and nineteen (19) marked trails are available to Park visitors for their enjoyment. The trails were designed to introduce users to the lesser known areas of Balboa Park and to promote a positive recreation experience. The program was conceived and implemented by the Balboa Park Trails Committee. The Committee, assembled over three (3) years ago, consists of staff, residents and trail users. The program was funded in large part with grants from the Balboa Park Trust of the San Diego Foundation. Trail # 43 is on the west side of Balboa Park. The trail begins at the Marston Point

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Gateway located at 6th Avenue and Elm Street. Dedication of the Trail will require some minor verbiage adjustments to the Marston Point Gateway sign. A sample of the replacement verbiage is attached along with a current map of the Marston Point Gateway showing Trail # 43.

Jerry Schad was a founding member of the Balboa Park Trails Committee. His knowledge of Balboa Park, writing skills and trails has contributed significantly to the success of the Trail Program. Jerry is a successful author and has many publications to his credit, including his "Afoot and Afield" book series and his weekly "Roam-O-Rama" article for the San Diego Reader. During his tenure on the Trails Committee, Jerry used his tireless energy and trail expertise to identify viable trail routes, create sign and map verbiage and provide technical trail input. Jerry's contribution to the Trails Program helped to ensure that the program was a success. In addition to his contributions to Balboa Park, Jerry is known as San Diego County's leading promoter of trails. For more than a decade, he has been responsible for introducing more people to the City of San Diego's Open Space areas than any other individual.

DISCUSSION

Park and Recreation Board Policy No. 1001 addresses the Naming of Parks and Recreation Facilities. The policy outlines the process for approval and suggests that naming of facilities within parks is preferable to the naming of entire parks. A copy of this policy is attached.

ALTERNATIVES:

1. Do not approve the designation of Trail #43 as the Jerry Schad Memorial Trail.